

## ORDER



KSJV

Orders	Order / Rev:	107922	 <b>KSNV</b>	
	Alt Order #:	06864170		
	Product Desc:	JOE HECK 4 CONGRESS		
	Estimate:	2937		
	Flight Dates:	10/17/12 - 10/23/12		
	Original Date / Rev:	10/19/12 / 10/19/12		
	Order Type:	GENERAL		
Agency	Name:	<b>Strategic Media Placement, Inc.</b>		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		7669 Stagers Loop	Billing Cycle:	EOM/EOC
		Delaware, OH 43015	Agency Commission:	15%
Advertiser	Name:	<b>Heck, Joe for Congress</b>		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC02	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	34	\$31,925.00	\$27,136.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	34	\$31,925.00	\$27,136.25	0.00
Total	34	\$31,925.00	\$27,136.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

### Order Share

Class/Share	Share	Total
KSNV	99%	\$31,925.00
Market	100%	\$32,247.47

### Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	0%	\$0.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	0%	\$0.00
KTUD	0%	\$0.00
KVVU	0%	\$0.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$322.47

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	10/17/12	10/17/12	M-F	6-7a WakeUp w/Wagners	6-7a	--W---		:30	1	\$700.00	1	0.00	NM		1	\$700.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/21/12	--W---				1	\$700.00			0.00						

Order / Rev: 107922  
 Alt Order #: 06864170  
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Heck, Joe for Congress  
 Product Desc: JOE HECK 4 CONGRESS  
 Estimate: 2937

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	10/17/12	10/17/12	M-F 6-7a WakeUp w/Wagners		6-7a	--W---	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
2	KSNV	10/18/12	10/18/12	M-F 6-7a WakeUp w/Wagners		6-7a	---T--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
3	KSNV	10/19/12	10/19/12	M-F 6-7a WakeUp w/Wagners		6-7a	----F--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
4	KSNV	10/22/12	10/22/12	M-F 6-7a WakeUp w/Wagners		6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
5	KSNV	10/23/12	10/23/12	M-F 6-7a WakeUp w/Wagners		6-7a	-T-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
7	KSNV	10/18/12	10/18/12	Today Show	CM	658a-9am	---T--	:30	1	\$600.00	2	0.00	NM	1	\$600.00
TODAY															
8	KSNV	10/19/12	10/19/12	Today Show	CM	658a-9am	----F--	:30	1	\$600.00	2	0.00	NM	1	\$600.00
TODAY															
9	KSNV	10/22/12	10/22/12	Today Show	CM	658a-9am	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
TODAY															
10	KSNV	10/23/12	10/23/12	Today Show	CM	658a-9am	-T-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
TODAY															
11	KSNV	10/17/12	10/17/12	M-F Early News	CM	5-630p	--W---	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
NEWS															
12	KSNV	10/18/12	10/18/12	M-F Early News	CM	5-630p	---T--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
NEWS															
13	KSNV	10/19/12	10/19/12	M-F Early News	CM	5-630p	----F--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
NEWS															
14	KSNV	10/22/12	10/22/12	M-F Early News	CM	5-630p	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00

Order / Rev: 107922  
 Alt Order #: 06864170  
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Heck, Joe for Congress  
 Product Desc: JOE HECK 4 CONGRESS  
 Estimate: 2937

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Early News M-F Early News (5:00 PM-5:30 PM)															
NEWS															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/22/12	10/28/12	M-----		1	\$1,200.00	0.00									
15	KSNV	10/23/12	10/23/12	M-F Early News	CM	5-630p	- T-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
M-F Early News (5:00 PM-5:30 PM)															
NEWS															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/22/12	10/28/12	-T-----		1	\$1,200.00	0.00									
16	KSNV	10/17/12	10/17/12	M-F Jeopardy	CM	630-7pm	-- W----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
M-F Jeopardy															
JEOPARDY															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/15/12	10/21/12	-- W---		1	\$1,300.00	0.00									
17	KSNV	10/22/12	10/22/12	Jeopardy in PRIME	CM	M-SA 8-11p / SUNM-----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00	
Jeopardy in Prime															
JEOPARDY															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/22/12	10/28/12	M-----		1	\$1,300.00	0.00									
18	KSNV	10/18/12	10/18/12	M-F Wheel	CM	7-730pm	-- T---	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
M-F Wheel of Fortune															
WHEEL															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/15/12	10/21/12	-- T---		1	\$1,300.00	0.00									
19	KSNV	10/23/12	10/23/12	M-F Wheel	CM	7-730pm	- T-----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
M-F Wheel of Fortune															
WHEEL															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/22/12	10/28/12	-T-----		1	\$1,300.00	0.00									
20	KSNV	10/17/12	10/17/12	FacetoFace/Ralston Rep	CM	730-758pm	-- W----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
FacetoFace/Ralston Report															
FACE TO FACE															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/15/12	10/21/12	-- W----		1	\$900.00	0.00									
21	KSNV	10/18/12	10/18/12	FacetoFace/Ralston Rep	CM	730-758pm	-- T---	:30	1	\$900.00	1	0.00	NM	1	\$900.00
FacetoFace/Ralston Report															
FACE TO FACE															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/15/12	10/21/12	-- T---		1	\$900.00	0.00									
22	KSNV	10/19/12	10/19/12	FacetoFace/Ralston Rep	CM	730-758pm	-- F--	:30	1	\$900.00	1	0.00	NM	1	\$900.00
FacetoFace/Ralston Report															
FACE TO FACE															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/15/12	10/21/12	-- F--		1	\$900.00	0.00									
23	KSNV	10/22/12	10/22/12	RALSTON in PRIME	CM	8-11pm	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
RALSTON in PRIME															
FACE TO FACE															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/22/12	10/28/12	M-----		1	\$900.00	0.00									
24	KSNV	10/23/12	10/23/12	FacetoFace/Ralston Rep	CM	730-758pm	- T-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
FacetoFace/Ralston Report															
FACE TO FACE															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/22/12	10/28/12	-T-----		1	\$900.00	0.00									
25	KSNV	10/17/12	10/17/12	M-F News 3 at Eleven	CM	11pm-1135pm	-- W----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
M-F News 3 at Eleven															
LATE NEWS															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/15/12	10/21/12	-- W----		1	\$1,200.00	0.00									
26	KSNV	10/18/12	10/18/12		CM	11pm-1135pm	-- T---	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00

Order / Rev: 107922  
 Alt Order #: 06864170  
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Heck, Joe for Congress  
 Product Desc: JOE HECK 4 CONGRESS  
 Estimate: 2937

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F News 3 at Eleven															
M-F News 3 at Eleven															
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/15/12	10/21/12	---T---											
27	KSNV	10/19/12	10/19/12	M-F News 3 at Eleven	CM	11pm-1135pm	-----F--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
M-F News 3 at Eleven															
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/15/12	10/21/12	----F--											
28	KSNV	10/22/12	10/22/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
M-F News 3 at Eleven															
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/22/12	10/28/12	M-----											
29	KSNV	10/23/12	10/23/12	M-F News 3 at Eleven	CM	11pm-1135pm	-T-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
M-F News 3 at Eleven															
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/22/12	10/28/12	-T-----											
30	KSNV	10/20/12	10/20/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Sa-Su News 3 at Eleven															
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/15/12	10/21/12	-----S-											
31	KSNV	10/21/12	10/21/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Sa-Su News 3 at Eleven															
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/15/12	10/21/12	-----S											
32	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$150.00	3	0.00	NM	1	\$150.00
News 3 Sunrise SATURDAY															
SAT NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/15/12	10/21/12	-----S-											
33	KSNV	10/20/12	10/20/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
Saturday Today															
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/15/12	10/21/12	-----S-											
34	KSNV	10/21/12	10/21/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
Sunday Today															
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/15/12	10/21/12	-----S											
N35	KSNV	10/21/12	10/21/12	Chris Matthews Show	CM	5a-8p	-----S	:30	1	\$600.00	1	0.00	NM	1	\$600.00
Chris Matthews Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/15/12	10/21/12	-----S											

Totals 34 \$31,925.00